

NOTIFICATION PURSUANT TO  
SECTION 6 OF DSHEA  
AND 21 C.F.R. § 101.93

RECEIVED  
12/14/98

This notification is being filed on behalf of Natural Balance, Inc., 3130 N. Commerce Court, P.O. Box 8002, Castle Rock, CO 80104 - 8002, which is the manufacturer of the product which bears the statements identified in the Notification. This Notification is being made pursuant to Section 6 of DSHEA and Rule 21 C.F.R. § 101.93. The dietary supplement product on whose label or labeling statements appears is Memory 2000™.

The text of each structure-function statement for which notification is now being given is:

- Statement 1: *Improves and Sharpens Your Mind*
- Statement 2: *Memory 2000 can help sharpen your mind, enhance concentration, even improve memory and mood.*
- Statement 3: *Ginkgo Biloba. Numerous studies suggest that this potent herbal extract can help improve short-term memory and enhance concentration.*
- Statement 4: *Phosphatidylserine (PS). This special nutrient helps to maintain healthy brain cells, improve learning ability and curb normal forgetfulness.*
- Statement 5: *DMAE (Dimethylaminoethanol). A natural precursor to acetylcholine, the neurotransmitter essential for memory and neural function.*
- Statement 6: *Vinpocetine. This natural extract of the periwinkle plant helps to activate cerebral metabolism.*
- Statement 7: *Nourish your brain with Memory 2000.*
- Statement 8: *Memory 2000 from Natural Balance offers you the most advanced nutritionals available for improving memory and mental performance.*
- Statement 9: *Studies have shown that this exclusive extract with 24% flavone glycosides and 6% terpene lactones helps to improve memory and sharpen your mind.*
- Statement 10: *Scientific research shows that PS enhances concentration and learning ability, benefiting those who experience normal forgetfulness.*
- Statement 11: *Revitalize your brain cells, improve your memory and sharpen your mind with Memory 2000.*
- Statement 12: *Memory 2000 provides you with a comprehensive blend of the finest natural ingredients for improving brain function.*

The following summary identifies the dietary ingredient(s) for which a statement has been made:

<u>Statement Number</u>	<u>Identity of Dietary Ingredient(s) or Supplement that is the Subject of the Statement</u>
1.	<i>Niacin, Ginkgo, Phosphatidylserine, DMAE, Acetyl-L-Carnitine, Vinpocetine</i>

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2. *Niacin, Ginkgo, Phosphatidylserine, DMAE, Acetyl-L-Carnitine, Vinpocetine*
3. *Ginkgo Biloba*
4. *Phosphatidylserine (PS)*
5. *DMAE (Dimethylaminoethanol)*
6. *Vinpocetine*
7. *Niacin, Ginkgo, Phosphatidylserine, DMAE, Acetyl-L-Carnitine, Vinpocetine*
8. *Niacin, Ginkgo, Phosphatidylserine, DMAE, Acetyl-L-Carnitine, Vinpocetine*
9. *Ginkgo Biloba*
10. *Phosphatidylserine (PS)*
11. *Niacin, Ginkgo, Phosphatidylserine, DMAE, Acetyl-L-Carnitine, Vinpocetine*
12. *Niacin, Ginkgo, Phosphatidylserine, DMAE, Acetyl-L-Carnitine, Vinpocetine*

The following identifies the brand name of each supplement for which a statement is made:

<u>Statement Number</u>	<u>Brand Name</u>	<u>Label or Labeling</u>
1.	<i>Memory 2000™</i>	<i>Printed Box – 30 Tablets Label – 30 Tablets</i>
2.	<i>Memory 2000™</i>	<i>Printed Box – 30 Tablets Label – 30 Tablets</i>
3.	<i>Memory 2000™</i>	<i>Printed Box – 30 Tablets</i>
4.	<i>Memory 2000™</i>	<i>Printed Box – 30 Tablets</i>
5.	<i>Memory 2000™</i>	<i>Printed Box – 30 Tablets</i>
6.	<i>Memory 2000™</i>	<i>Printed Box – 30 Tablets</i>
7.	<i>Memory 2000™</i>	<i>Printed Box – 30 Tablets</i>
8.	<i>Memory 2000™</i>	<i>Printed Box – 30 Tablets</i>

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Memory 2000™

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| 9.  | <i>Memory 2000™</i> | <i>Printed Box – 30 Tablets</i> |
| 10. | <i>Memory 2000™</i> | <i>Printed Box – 30 Tablets</i> |
| 11. | <i>Memory 2000™</i> | <i>Printed Box – 30 Tablets</i> |
| 12. | <i>Memory 2000™</i> | <i>Label – 30 Tablets</i>       |

I, Patricia L. Vazquez, am authorized to certify this Notification on behalf of Natural Balance, Inc. I certify that the information presented and contained in this Notification is complete and accurate, and that Natural Balance, Inc. has substantiation that each structure-function statement is truthful and not misleading.

Date Signed: 12.7.98

By: *Patricia L. Vazquez*

Title: *Regulatory Affairs*